

UNIVERSAL PRODUCT INFORMATION LOOKUP AND DISPLAY SYSTEM

Abstract of the Disclosure

5 A system for automated remote retrieval and display of product specific
information includes a bar code reader for scanning uniform product code information, or other
suitable indicia from a product. This information is decoded via local mapping, remote mapping
done by a mapping server, or direct correlation with a network address. Such decoding allows
for immediate and automated access to product specific information which is obtained,
communicated to a user terminal, and displayed. Use of hypertext-based displays allow a
consumer to provide additional querying specific to that particular product to obtain further or
specified information. Demographic information specific to a user is suitably obtained to
provide valuable market information for the product manufacturers.